



WEST VIRGINIANS FOR BETTER TRANSPORTATION • PROGRESS REPORT

2006 - 2007



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www.KeepWVMoving.org

LETTER FROM THE CHAIRMAN

The past eight months have been quite a ride for West Virginians for Better Transportation (WVBT). Making the transition from a grassroots organization to a wide-reaching, highly recognized coalition has certainly been challenging—challenging, and rewarding.

With the launch in August 2006, we announced our intentions to educate West Virginians about the importance of transportation and the critical consequences we faced if a long-term funding plan was not developed. And we have done just that.

The coalition has been the focus of numerous newspaper and television stories and WVBT leaders have been called upon to provide an expert opinion on many others. Personally, I have had the opportunity to spread WVBT's message on numerous radio talk shows throughout the state.

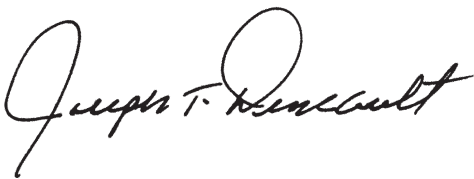
Our website is serving the purpose we envisioned and has seen more than 30,000 visitors since its introduction. I encourage you to visit the site at www.KeepWVMoving.org to learn the latest about coalition updates and activities.

In the area of partnership development, WVBT has more than exceeded expectations. As of April 1, 2007, the coalition counts more than 200 companies and organizations on its partner list.

I also am very pleased to note that the state of West Virginia, thanks to the leadership of Governor Manchin and Department of Transportation Secretary Paul Mattox, has begun to address the issue of transportation funding. This has led to a significant increase in funding dedicated to the state's transportation system. In all, over the past several months approximately \$142 million has been added to the State Road Fund. This is an important first step toward maintaining a safe, efficient and modern transportation system for all.

As we move to the rest of 2007, WVBT plans to expand its activities and efforts. We'll continue our mission of education and won't stop until the future of West Virginia's transportation system is safe and secure. Thank you to all who have contributed to the coalition and campaign to this point. Although we've made great strides, we still have a long way to go.

Sincerely,



Joe Deneault
Chairman



OVERVIEW

West Virginians for Better Transportation is a coalition working to educate West Virginians – and our leaders, in particular – about the importance of maintaining a safe, efficient and modern transportation infrastructure. WVBT has four main goals:

1. Inform public leaders, key influencers and the general public about the status of the state’s transportation system, its funding levels and the magnitude of transportation needs (now and in the future).
2. Generate public knowledge of and interest in maintaining and expanding a safe, productive and reliable surface transportation infrastructure in West Virginia.
3. Increase public understanding and support for economic and business development benefits of the state’s transportation system.
4. Help garner public support for measures needed to maintain – on a continuing and long-term basis – a safe and modern transportation infrastructure that meets the growth trends of West Virginia.

This report details the progress made toward these goals and the activities of WVBT’s campaign, “Keep West Virginia Moving.” Since its official public launch in late August 2006, WVBT has seen great successes, not only as an organization, but for the transportation infrastructure of West Virginia as well.

EDUCATION CAMPAIGN SUCCESS

Public/Media Outreach

WVBT has held a series of town hall/media events in several cities, including Beckley, Charleston, Morgantown, Martinsburg, Charles Town and Wheeling. Members of the coalition have also spoken and provided information about WVBT at events in many counties in the state, including Cabell, Jackson, Raleigh and Putnam, among others.

These events and other media-focused activities have garnered a tremendous amount of coverage. The coalition has been featured in print or television stories in every major West Virginia market. Additionally, the coalition has positioned itself as a source of transportation expertise, and as such receives regular inquiries from the media on transportation-related stories.

Chairman Joe Deneault has also conducted several radio interviews across the state, including interviews with Hoppy Kercheval, the state’s most recognized talk show host, on three different occasions.

WVBT provides regular e-newsletters to WVBT partners and others, and is getting information reprinted in our partners’ newsletters. Additionally, the coalition created and distributed nearly 10,000 informational pieces about how West Virginia’s transportation system is funded and where funds are expended.



I truly appreciate the information and am pleased your new coalition is growing and includes such diverse organizations. I appreciate the work the coalition is doing and look forward to reviewing your findings regarding the state's transportation system.



~ Governor Joe Manchin III

ADVERTISING

Advertising is certainly an important aspect of any educational campaign, but it can be expensive. WVBT has sought out targeted opportunities that will deliver our message effectively, but at a reasonable price.

WVBT advertisements include:

- A full-page educational advertisement in Charleston Newspapers that coincided with October interim meetings of the Legislature, which were held October 15-17 in Charleston.
- A web banner ad during the end of 2006 on the Charleston Newspapers website.
- A series of Q&A web banner ads during the 2007 legislative session on the Charleston Newspapers website.
- A full-page ad in Charleston Magazine's winter issue. The magazine is placed in nearly all Charleston-area hotels and was directed toward legislators during the session.
- A 60-second television spot that Walker Machinery created and offered to co-brand with WVBT.

West Virginia's roads, bridges and highways are facing serious challenges

West Virginians for Better Transportation is a statewide coalition of businesses, trade associations, chambers of commerce, convention & visitors bureaus, community groups, local leaders and many others.

Nearly 100 associations and organizations have joined together to express their united concern about West Virginia's transportation needs and to call on state leaders to develop long-term solutions.

Let's all work to Keep West Virginia Moving

Take an active part in preventing a transportation crisis

WVBT
WEST VIRGINIANS FOR BETTER TRANSPORTATION

www.KeepWVMoving.org

an educational campaign of West Virginians for Better Transportation

join today

...and more than 80 other companies

FULL-PAGE AD

West Virginia Highway Map and Info Guide

WVBT
WEST VIRGINIANS FOR BETTER TRANSPORTATION

www.KeepWVMoving.org

INFORMATIONAL PIECE

www.KeepWVMoving.org

WVBT
WEST VIRGINIANS FOR BETTER TRANSPORTATION

BANNER AD

“

I'm excited there's a group out there that is going to attempt to educate the public. Let the public debate and decide what level of highway program they want to fund.

”

~ Paul Mattox,
Secretary, West Virginia
Department of
Transportation

INTERACTIVE

As determined early on by WVBT, the coalition's website, www.KeepWVMoving.org, serves as the central hub for the organization. The website provides a place for visitors to learn about WVBT and become active within the organization. Features of the site include:

- A sign-up form for individuals and companies/organizations to join WVBT.
- An entire section dedicated to members of the media.
- A section detailing information from local transportation groups around the state.
- A form to request a speaker from WVBT at an event.
- A news section where transportation-related stories from around the state are posted.
- Facts about the current state of and future projections for West Virginia's transportation system.
- Links to statewide and national transportation studies.

The success of the website has been tremendous thus far, receiving nearly 50,000 hits from more than 30,000 visitors.

LEGISLATIVE ACTIONS *

With Governor Manchin and bipartisan legislative support, the State Road Fund will be seeing more funds to meet West Virginia's transportation needs:

- **H.B. 2877** ends such diversions as Courtesy Patrol, State Police highways enforcement and vehicle weight regulators from the State Road Fund and will provide an extra \$15.5 million.
- **S.B. 690** restores a state Consumer Sales Tax exemption on materials used in highway construction and maintenance projects and will provide an added \$13.5 million to the Road Fund.
- **H.B. 2955** will continue a 5-cent-per-gallon state gasoline tax. This tax, which generates about \$55 million a year for the Road Fund, has been reauthorized until August 1, 2013.

In addition to these bills, the freeze on the wholesale gas tax rate was lifted by Governor Manchin prior to the start of the Legislative session. The 4.5-cent increase is expected to generate approximately \$63 million for the Road Fund in 2007.

In total, the State Road Fund will receive an additional **\$142 million** that would not have otherwise been available for 2007.

*WVBT does not advocate for any specific policy or legislative issues.



It's a challenge to get the public involved in issues. You see it too often. It takes a crisis to get people engaged. We've also seen that often when the crisis hits, it's too late.



~ Senator Evan Jenkins,
Vice Chairman of the
Senate Transportation
and Infrastructure
Committee

BOARD MEMBERS

WVBT recently formed its inaugural board of directors. The group possesses a variety of expertise and experience in and around the transportation industry. The first meeting of the board is expected to be in the late spring or early summer. Board members include:

Ted Bostic – Chamber of Commerce of Martinsburg-Berkeley County

Dan Cooperrider – West Virginia Paving, Inc.

Joe Deneault – HNTB Corporation

Lisa Dooley – West Virginia Municipal League

Carol Fulks – West Virginia Hospitality & Travel Association

Don Gianni – Weirton Area Chamber of Commerce

Brenda Harper – West Virginia Chamber of Commerce

William H. Hilborn, Jr. – Kanawha Stone Company

Rodney Holbert – Chamber of Commerce of the Mid-Ohio Valley

Charles Lanham – Ohio Valley Bank

Roger Lilly – Cecil I. Walker Machinery Co.

Paul Martin – Palmer Engineering, Inc.

Bill Medcalf – Vecellio & Grogan Inc.

J.D. Morgan – Snowshoe Mountain, Inc.

Robert O. Orders, Jr. – Orders Construction Co., Inc.

Richard Plymale – RPM Engineers, PLLC

Judy Radford – 4-C Economic Development Authority

Ed Robinson – E.L. Robinson Engineering Company

Mark Sikora – HDR Engineering, Inc.

Louis S. Southworth II – Jackson & Kelly PLLC

Gary Tillis – West Virginia Labor Management Trust

Jan Vineyard – WV Motor Truck Association/WV Oil Marketers & Grocers Association



We applaud the efforts of West Virginians for Better Transportation to make the public aware of the problem. And let's face it — there is a problem. There is simply not enough money to address highway needs.



~ Editorial, Beckley Register-Herald

COALITION PARTNERS

WVBT has reached out to a wide spectrum of organizations that rely on and value the importance of a good surface transportation system, and now includes more than 200 partners.

4-C Economic Development Authority	Central Appalachia Empowerment Zone of West Virginia
ACF Environmental	Chamber of Commerce of Martinsburg and Berkeley County
AEP Appalachian Power	Chamber of Commerce of the Mid-Ohio Valley
A.L.L. Construction, Inc.	Chambers, Paterno & Associates, CPAs
Advantage Technology, LLC	Chapman Technical Group
Advantage Valley	Charleston Convention & Visitors Bureau
Ahern & Associates, Inc.	Charleston Regional Chamber of Commerce
Allegheny Energy, Inc.	Chester-Newell Area Chamber of Commerce
Alpha Associates, Inc.	City of Beckley
American Council of Engineering Companies of West Virginia	City of Bridgeport
American Legion Mountain Knapp Post #5	City of Ranson
Asphalt Pavement Association of West Virginia	City of Spencer
BB&T Carson Insurance	Community Health Network of West Virginia
Bays, Inc.	Congressman Nick J. Rahall
Bear Contracting, LLC	Constructors' Labor Council of West Virginia, Inc.
Beckley-Raleigh County Chamber of Commerce	Contractors Association of West Virginia
Beckley-Raleigh County Transportation Authority	Corridor G Regional Development Authority
Bell & Bands, PLLC	Daniels Law Firm, PLLC
Benatec Associates, Inc.	Development Authority of Mercer County
Bilco Construction Company	Dominion
BizTech & The Jefferson County Telework Center	E.L. Robinson Engineering Company
Boxley Materials Company	Eastern Panhandle Home Builders Association
BrickStreet Mutual Insurance Company	Eastern Steel Constructors, Inc.
Buckhannon-Upshur County Chamber of Commerce	Elkins-Randolph County Chamber of Commerce
Build Route 98 Committee	Famco, Inc.
Builders Supply Association of West Virginia	Fayette County Chamber of Commerce
Burgess & Niple, Inc.	First Things First Committee
Burns Motor Freight, Inc.	Foster Supply Inc.
Business Development Corporation of The Northern Panhandle	Friedlander Company
C & R Materials Inc.	G & G Builders Inc.
CAMEL Technologies, LLC	GAI Consultants, Inc.
Cecil I. Walker Machinery Co.	Gannett Fleming, Inc.

General Truck Sales Corporation	Malone Consulting Services
Greater Bluefield Chamber of Commerce	Marion County Chamber of Commerce
Greater Greenbrier Chamber of Commerce	Marion County Convention & Visitors Bureau
Greenhorne & O'Mara, Inc.	Marshall County Chamber of Commerce
H.C. Nutting Company	Martin Marietta Aggregates, Inc.
HDR Engineering, Inc.	Mason County Commission
HMB Professional Engineers, Inc.	Mid-Atlantic Laborers' Employers Cooperation and Education Trust
HNTB Corp.	Midland Trail Scenic Highway Association
Harrison County Chamber of Commerce	Morgantown Area Chamber of Commerce
Hatfield-McCoy Regional Recreation Authority	Morgantown Area Economic Partnership
Hayes, Seay, Mattern & Mattern, Inc.	Mountain State Insurance Agency, Inc.
Home Builders Association of West Virginia	NES Traffic Safety, LP
Independent Oil & Gas Association of West Virginia, Inc.	New River Convention & Visitors Bureau
Industrial Electric Corporation	New River Parkway Authority
Interstate 73-74 Corridor Association	Norfolk Southern
JAMATT, Inc.	North Central West Virginia Home Builders Association
J.F. Allen Company	NCWV Section of the American Society of Highway Engineers
Jackson County Development Authority	Orders Construction Co., Inc.
Jeff Zell Consultants, Inc.	Parsons Brinckerhoff
Jefferson County Chamber of Commerce	Palmer Engineering, Inc.
Jefferson County Development Authority	Penn Line Service, Inc.
Johnstone, Gabhart & Prim, LLC	Permatile Concrete Products
KCI Technologies, Inc.	Peters Creek Mineral Services Inc.
Kanawha Stone Company	Petroleum Products, Inc.
Kelly Paving, Inc.	Potesta & Associates, Inc.
Kimley-Horn and Associates, Inc.	Potomac Highland Travel Council, Inc.
King Coal Highway Authority	Pounding Mill Quarry Corporation
Kiwanis Club of Beckley	Preston County Chamber of Commerce
L.A. Gates Company	Preston County Economic Development Authority
Lanham O'Dell & Co., Inc.	Prestress Services Industries LLC
Laurita Excavating, Inc.	Princeton-Mercer County Chamber of Commerce
Little Kanawha River Parkway Authority	Professional Independent Insurance Agents of West Virginia
Logan County Chamber of Commerce	Pullman Plaza Hotel
MEC Construction, Inc.	Putnam County Chamber of Commerce
ms consultants, inc.	Putnam County Commission

Putnam County Development Authority	Webster County Economic Development Authority
RPM Engineers PLLC	Weirton Area Chamber of Commerce
Randolph County Convention & Visitors Bureau	Wells Fargo Insurance Services
Randolph Engineering Co., Inc.	West Virginia American Water
Ritchie County Chamber of Commerce	West Virginia Association of Convention and Visitors Bureaus
Riverside Point, Inc.	West Virginia Association of Counties
Roane County Chamber of Commerce	West Virginia Association of REALTORS
Roane County Development Authority	West Virginia Bankers Association
Robert L. Wolfe, Inc.	West Virginia Business & Industry Council
Rollins, Cleavenger and Rollins	West Virginia Chamber of Commerce
Rummel, Klepper & Kahl, LLP	West Virginia Coalfields Expressway Authority
SAI Consulting Engineers, Inc.	West Virginia Crushed Aggregates Council
SMH Construction Company, Inc.	West Virginia Economic Development Council
Shamblin Stone Inc.	West Virginia Forestry Association
Shawnee Parkway Authority	West Virginia Gasoline Dealers & Auto Repair Association
South Charleston Convention & Visitors Bureau	West Virginia Highway Users Conference
Southern West Virginia Convention & Visitors Bureau	West Virginia Hospitality & Travel Association
Snowshoe Mountain, Inc.	West Virginia Housing Institute, Inc.
State Equipment Inc.	West Virginia Labor Management Trust
TRC Engineers, Inc.	West Virginia Laborers' District Council
Terradon Communications	West Virginia Manufacturers Association
Terradon Corporation	West Virginia Motor Truck Association
The Law Office of Carl J. Roncaglione, Jr.	West Virginia Motorcycle & ATV Association
The Manahan Group	West Virginia Municipal League
The Woods Resort - Potomac Valley Properties, Inc.	West Virginia Oil and Natural Gas Association
Thomas Company	West Virginia Oil Marketers & Grocers Association
Thrasher Engineering, Inc.	West Virginia Operating Engineers
TOP General Building Contractors, Inc.	West Virginia Paving, Inc.
Triad Engineering, Inc.	West Virginia Primary Care Association
Trumbull Corporation	West Virginia Roundtable
Turman Construction	West Virginia Society of Certified Public Accountants
UPS	West Virginia Society of Professional Engineers
URS Corporation	West Virginia State Medical Association
Vecellio & Grogan, Inc.	West Virginia Tourism Commission
Vision Shared, Inc.	Wyoming County Circuit Clerk

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